



ARIZONA CENTENNIAL COMMISSION

June 23, 2008 -- 3:00 – 5:00 p.m.

ARIZONA STATE CAPITOL BUILDING

***** 2nd Floor Conference Room *****

1700 W. WASHINGTON, PHOENIX, ARIZONA 85007

Members Present: Co-Chairs – The Honorable Janet Napolitano and The Honorable Charles Jones; Members - James Babbitt, Frank Barrios, The Honorable Kenneth Bennett, Robert Booker, Will Bruder, Gene D'Adamo (on behalf of John Zidich), The Honorable John Driggs, Margie Emmermann, Philip Francis, Jody Harwood, Linda Hunt, The Honorable Phil Lopes, Paul Luna, Art Macias, Vada Manager, Herb Paine, William Post, Kathleen Pushor, Devin Rankin, Richard Silverman, Pam Stevenson (on behalf of The Honorable Terry Goddard), Ken Travous, Marshall Trimble, GladysAnn Wells, Lynda White, and Anne Woosley; Legal Counsel - Mary Ellen Simonson and Jason Furedy; Staff: Karen Churchard and Rusty Foley (Commission), Meghan Dorn and Laura French (Arizona Office of Tourism).

Members Absent: The Honorable Marsha Arzberger, The Honorable Tim Bee, Michael Crow, Pamela Doherty, The Honorable Phil Gordon, Win Holden, Jan Leshar, Lisa Lovallo, John Haeger, Robert Shelton, and The Honorable Robert Walkup.

- A. **Call to Order:** Co-chair Charles Jones called the meeting to order at 3:02 p.m.
- B. **Welcome and Introductions:** Gov. Janet Napolitano welcomed the members of the Arizona Centennial Commission (Commission) to their first meeting and requested that each member briefly introduce themselves.
- C. **Overview of Expectations:** Co-chair Gov. Napolitano addressed the Commissioners and stated that the establishment of this Commission will help to showcase the state's growth and development from its beginnings to 21st century innovation. Gov. Napolitano emphasized that this Commission will be the lead organization for the Arizona Centennial and noted that the Arizona Historical Advisory Commission (AHAC) has been working on the Centennial, such as designating legacy projects, and that the Commission should and will collaborate with AHAC.

Gov. Napolitano further stated that it will be up to the Commission to decide what activities and celebrations will capture the spirit of our state as well as design and implement the marketing and fundraising components of the Centennial.

The expectations of the Commissioners will be to open doors and seek out grants and sponsorships to fund the Centennial as well as provide loaned executives or staff, when possible. Gov. Napolitano recognized SRP for providing the Commission's first loaned executive Rusty Foley who will work with Karen Churchard through the end of December.

In terms of hands-on day-to-day planning and implementation, Gov. Napolitano noted this will be managed through staff and subcommittees, and while it is not expected that Commissioners serve on these subcommittees, she encouraged Commissioners to do so as well as recommend executives and managers from their organizations to serve on these subcommittees.

In closing, Gov. Napolitano thanked the Commissioners for agreeing to serve and stated that this Commission has a great opportunity to showcase where we have been and where we will go as a State, noting that the Centennial will also help to create a state identity for its residents – especially those who moved here as adults – through a focused set of activities.

Co-Chair Jones referred the Commissioners to their notebooks in front of them and briefly described its contents. He asked for a bio and photo of each member, if not already provided, be submitted to Karen Churchard (see Tab 1 for examples). Jones emphasized fundraising will be a key component of the Commission. Jones referred to the draft organizational chart outlining suggested subcommittees (Tab 4) noting that specific responsibilities of the subcommittees have not yet been defined or organized. Jones requested that following the meeting, each Commissioner provide a memo or email identifying their interests, recommendations, etc.

- D. Presentation of Other State/City Celebrations: Commissioner Margie Emmermann, Director of the Arizona Office of Tourism, made a power point presentation reviewing several other state and city celebrations as a point of reference for possibilities on scope or work the Commission may choose to undertake. (A PDF copy of the power point presentation is posted at www.azot.gov/arizona100.)

Oklahoma Centennial

Oklahoma had more than 1,000 projects associated with their Centennial. They re-purposed some existing events for their Centennial and Arizona can do the same with some of our festivals and events. Among their special projects were a Centennial Slogan, a unique Web site, a poster contest, team/band patch, Centennial stamp, and Centennial Park Benches. Their goal was to have a Centennial icon and/or event in every community.

Oklahoma capitalized on celebrities that were born or live in their state. Jimmy Webb and Vince Gill wrote an official song that was released on a CD that featured other celebrities such as Reba McEntire and Carrie Underwood. Proceeds from the CD, and a DVD that featured images of Oklahoma and the official song, and a live concert all benefited their Centennial.

Oklahoma raised more than \$130 million for the addition of a dome on their Capitol, Capitol renovations, and the Centennial Commemoration. Funds raised comprised of 31% State Appropriated Funds and 69% Matching Funds. Matching Funds consisted of 54% Private, 6% Federal, 8% County/Municipality/Tribe, and 1% Other. Disbursement of the funds included 86% spent on Capital Expenditures and 14% spent on Non-Capital Expenditures (such as events, promoting Oklahoma's Centennial via a float in the Tournament of Roses Parade as well as special exhibit featuring Oklahoma at Disney's Epcot Center to promote visitation to the state.)

Oregon 150th Celebration

Oregon will celebrate their 150th birthday on February 14, 2009. They are a very green and sustainable state, so their focus is very earth conscious. Their theme is "Sustain the Spirit" and they feature lighthearted approaches on their web site such as "Happy Birthday Oregon (You don't look a day over 145.)," "Get Ready for Fun" and "Every Bit Counts." Emmermann noted that "Get Ready for Fun" encourages Oregon residents to travel 150 miles from their point of origin, while "Every Bit Counts" encourages residents to make contributions to the celebration.

Las Vegas Centennial

The city of Las Vegas celebrated its Centennial in 2005. Projects included art and education through the "City of 100 Murals" where they sent out an invitation for public and private businesses to host 100 murals created by local artists. The response was so well received that approximately 180 murals were painted. Home Depot and American Family Insurance were partners on this project.

Of course it wouldn't be a birthday celebration without a cake! Las Vegas is now the Guinness Book of World Records holder of the largest birthday cake, replacing a record set in Fort Wayne, Ala. The Vegas cake outweighed the Alabama confection by 128,360 pounds. Another collaborative project was the Centennial Time Capsule, which brought together the Centennial Commission with local chapters of the American Institute of Architects, the Las Vegas Arts Commission, and the National Association of Office and Industrial Properties.

Centennial grants were funded through the Centennial's partnership with Clear Channel Entertainment. The grant program encouraged local non-profit groups to celebrate and commemorate the Centennial. \$300,000 was awarded to 59 recipients to help fund their neighborhood projects or citywide events. An additional \$200,000 was distributed in education grants.

Las Vegas also implemented the Community Pride Business Initiative – an opportunity for local businesses to help in their own unique ways. Launched in 2004, the initiative aimed at bringing local business into partnership with the Centennial suggesting four ways to get involved: (1) Build a Centennial theme or logo into everyday business; (2) Sponsor a signature Centennial event; (3) Provide a lasting gift by funding a restoration or legacy project; and (4) Provide volunteers for Centennial events.

The most significant portion of funding came from the state's license plate program. More than 1,000 motorists a month signed up for the official Centennial license plate featuring an image of the "Welcome to Fabulous Las Vegas" sign. The most popular license plate even in Nevada, each sale generated \$25 for the Centennial celebration and has brought in more than \$1.5 million. The License plate money is dedicated to supporting legacy projects - restoration projects and lasting gifts that will endure for many years beyond their 2005 birthday celebration. Three years later, license plate sales continue to raise dollars and two staff remain on payroll administering funds for historic preservation efforts.

- E. Review of Vision, Mission, Values and Strategic Plan: Executive Director Karen Churchard reviewed the Draft Vision, Mission, Values and Strategic Plan via a power point presentation and noted that Commissioners could follow along either on the screen or review the Plan located in their notebooks under Tab 3. (A PDF copy of the power point presentation is posted at www.azot.gov/arizona100.) Churchard emphasized that the Strategic Plan is in place to begin the dialogue for the Commission.

In addition to the draft language for the Vision, Mission and Values, Churchard reviewed the drafted five key strategic objectives, program recommendations, and the strategies for objectives. Following the review of the draft strategic plan, Churchard referred to Appendix A outlining potential produced and endorsed programs the Commission may want to consider implementing.

In closing, Churchard encouraged feedback and noted that the Commission by Executive Order must present a final draft of the Strategic Plan to the Governor by November 1, 2008. And, following the Governor's comments and revisions the Commission's adopted Strategic Plan must be presented to the state on the Opening of Legislative Session, January 2009.

- F. Review of Organizational Structure: Executive Director Karen Churchard asked Commissioners to review the draft version of the Organizational Chart (Tab 4) and requested that they provide any recommendations in terms of subcommittees as well as people they recommend could serve as chair or members of these subcommittees.
- G. Review of Marketing Projects/Activities: Co-chair Jones referred the Commissioners to the draft logos and merchandising options (Tab 5) and made additional suggestions for logo consideration such as adding “100” into a logo. Commissioner Gladys Ann Wells noted that there is a Centennial logo on record through AHAC and that Commissioner John Driggs was instrumental in the design of that logo. Commissioner John Driggs stated that the Centennial logo Wells referenced was not intended to be the ongoing logo and suggested that the Commission take its time to develop the right logo. Commission member Marshall Trimble expressed that the logo should have “punch,” needs to have the state colors, “100” is very important; the logo needs to be something the public will receive.

ACTION: Gov. Napolitano called for Karen Churchard to organize a logo subcommittee to develop options that the Commission can vote on electronically or by fax so that the logo could be moved forward prior to the next Commission meeting. Commissioner Driggs requested serving on that subcommittee, Churchard noted his request.

Churchard requested that in addition to reviewing the logo, that the subcommittee also review and recommend the URL name for the combined Commission and AHAC Centennial web site. Churchard stated that the current AHAC Centennial web site is www.azcentennial.gov. Available URL web site names are listed under Tab 5. Churchard recommended that due to the charitable fundraising aspect of the Centennial the official web site end in “.org” versus “.gov.”

- H. Review and Discussion Non-profit Foundation: Co-chair Jones reported that the Commission intends to form the Arizona Centennial 2012 Foundation as a non-profit organization and asked Commissioners to refer to the Articles of Incorporation (Tab 6) for their review as well as requested approval of the Articles. In addition, Jones stated that in order to finalize the Articles, the Commission needs to vote on a slate of officers and initial members in order to properly file with the Arizona Corporate Commission. Jones noted that the initial election of officers and board members could be changed at any time, but as time is of the essence, he recommended the following slate:

Officers: President, Charles Jones; Vice President, Kenneth Bennett; Secretary, Mary Ellen Simonson; and Treasurer, Richard Silverman.

Members: Robert Booker, Margie Emmermann, Win Holden, Lisa Lovallo, Devin Rankin, and Lyn White.

DISCUSSION: Commissioner Paul Luna noted the draft Articles specify a 501(c)(6) non-profit status and suggested consideration of 501(c)(3) status noting there are differences and restrictions by some corporations to fund a 501(c)(6) corporation. Co-chair Jones requested clarification from the Commissions Legal Counsel. Jason Furedy of Lewis & Roca reviewed the general differences between a (c)(3) and (c)(6) corporation noting that (c)(6) status is generally for trade associations while (c)(3) status is generally for educational groups. He also verified that most major corporations will not provide donations to a 501(c)(6) corporation.

ACTION: Co-chair Jones stated his preference for the language to read 501(c)(3). Commissioner Katie Pushor motioned for the language to read 501(c)(3) and that the slate of officers and members be approved as presented. Commissioner Linda Hunt seconded the motion, and upon affirmative voice vote, motion was so ordered.

- J. Future Meeting Schedule: Co-chair Jones stated that future Commission meeting dates are listed under Tab 7 and noted that meetings will be held quarterly, while subcommittees once formed will meet monthly or on an as needed basis.

Gov. Napolitano noted that at this time, with the major meeting agenda being completed, she needed to excuse herself and again thanked the Commissioners for their commitment and attendance at the first meeting.

- K. Presentation of Arizona State Capitol Centennial 2012 Plan + 2020 Vision: Co-chair Jones introduced Commissioner Will Bruder who distributed a brochure that outlines “Part 1” the *AIA/ASLA/ASU/Capitol Mall Charrette* that formed the impetus for the Plan and Part 2, *Arizona State Capitol Centennial 2012 Plan / 2020 Vision*, that showcased the potential to the Capitol Mall and surrounding neighborhood. Following the distribution of brochures, Bruder proceeded with a power point presentation outlining the Charrette and Plan.

Following the presentation, Co-chair Jones thanked Bruder and opened the floor to the Commissioners for input and questions. At that time, Commissioner GladysAnn Wells requested to distribute copies of a report from the Historic Capital Task Force. Wells stated that the Task Force was appointed by, and reported back to, both President Tim Bee and Speaker Jim Weiers. Co-chair Jones agreed and copies were distributed.

Commissioner Margie Emmermann addressed the Commission that in conversations with the Gov. Napolitano, the Governor is very interested in pursuing a Capitol Restoration project or projects and that a recommendation likely will come forward to the Commission at its next meeting. Emmermann also encouraged Commissioners to review the brochure that was distributed by Bruder.

- L. Call to the Public: Co-chair Jones made a call to the public. No public present at this time.

Co-chair Jones noted that he missed agenda item “I. Commission Forum” and opened the floor to Commission members for discussion.

Commissioner Vada Manager suggested that a sports subcommittee be added to the organizational chart. Co-chair Jones noted his request. Commissioner Emmermann pointed out that all documents received today are first drafts and welcomed suggestions such as Manager’s and that such input should be directed to Karen Churchard.

Commissioner Marshall Trimble stated that the greatest legacy the Commission could leave is a Capitol Restoration project. Co-chair Jones agreed and noted that the Commission will have more discussion towards one key signature project such as the Capitol Restoration.

- M. Call to Adjourn: Being no further agenda items or business Co-chair Jones called for adjournment.

ACTION: Commissioner Dick Silverman moved to adjourn the meeting. Commissioner Paul Luna seconded the motion, and upon affirmative voice vote, motion was so ordered.

Respectfully submitted as transcribed by,

Meghan Dorn, Arizona Office of Tourism